

ATTACHMENT 1

PUBLIC HEARING DRAFT
URBAN CORE SPECIFIC PLAN
SEPTEMBER 2006

(Provided Under Separate Cover)

FINAL ENVIRONMENTAL IMPACT REPORT (NO. 06-01)
FOR THE
URBAN CORE SPECIFIC PLAN
SEPTEMBER 2006

(Provided Under Separate Cover)

**SECOND ERRATA
to the
FINAL URBAN CORE SPECIFIC PLAN
ENVIRONMENTAL IMPACT REPORT
April 17, 2007**

After completion of the Final EIR, a number of requests for modifications to the proposed Urban Core Specific Plan (UCSP) land uses and development regulations were received at the October 11, 2006 Planning Commission public hearing. The requests suggested revisions to the land use matrix or individual sub-district zoning sheets contained in Chapter VI Land Use and Development Regulations of the Public Hearing Draft UCSP, to proposed building form guidelines, and to the Final EIR. These changes were evaluated by staff, and those that were considered minor modifications, that would not change the impact analysis or significance conclusions of the FEIR were recommended to be included.

An analysis of these proposed changes is summarized below. No revisions were made to the body of the FEIR.

Proposal 1. Allow ground floor office uses in V-2 and V-3 where fronting on Third Avenue.

Analysis: Currently the Zoning Sheet for V-2 permits 20% non-ground floor office use, and the Zoning Sheet for V-3 permits 10% non-ground floor office uses for any new development. This new revision would delete the requirement on these sheets that offices must be located above the ground floor.

The UCSP envisions a gradual change along Third Avenue from predominately first floor offices to more retail uses in order to create a livelier, 24-hour street environment. The Public Hearing Draft Plan allows existing ground floor offices to remain as legal non-conforming uses, although once the space has been vacant for 18 months or more, the new use is required to be retail. Because nearly 50% of current ground floor uses are estimated to be office, the original proposed change has raised concerns from businesses along Third Avenue, who fear loss of income if new retail tenants cannot be found, and from the Third Avenue Village Association

Staff is now recommending an alternative that would allow the market to determine the best use of ground floor space (office or retail) rather than regulating ground floor tenants through the UCSP. This could achieve the gradual migration to more retail uses (as envisioned by the GP), while also addressing the concerns raised by property owners. Recent anecdotal information seems to suggest that the ground floor space along Third Avenue has already begun shifting towards retail, creating less of a need to be

2-35

as prescriptive in mandating the use of ground floor space. More flexibility and less regulation on the internal use of buildings, in particular the ground floor, is also more in keeping with the tenets of the UCSPs form based zoning approach, which focuses more on creating appropriate urban form and less on the function and interior use of buildings.

With the proposed change, the impact analysis and significance conclusions of the FEIR remain the same or could be lessened, because: 1) the mixed use designation (mixed retail/office/residential) was already contemplated by both the 2005 General Plan (GP) and GP EIR; 2) the UCSP, and impacts analyzed in the UCSP EIR such as traffic, were not based on the specific location of individual uses within buildings (i.e. ground floor vs. second floor); 3) currently approximately 50% of the existing use is office; and, 4) create less impacts than commercial uses because all categorical thresholds, e.g., average daily trips for traffic and amount of equivalent dwelling units for water and sewerage consumption are less than commercial uses.

Proposal 2. Lower the minimum building height in UC-3 from 30 feet to 18 feet.

Analysis: This proposal would change the minimum building height shown on the Zoning Sheet for UC-3 from 30 feet to 18 feet.

This change was requested to provide a greater variety of building heights in this subdistrict. A reduction of the minimum required building height for this small area is a minor change to the development standards for the subdistrict and would not be a significant departure from the guiding principles of the UCSP or vision of the GP. The analysis in the EIR is considered a "worst case," since the minimum height is proposed to be lowered and would lessen the effects of building height already analyzed. In addition, the change to lower the minimum height requirement could result in a reduced density. Therefore, the change would not affect, or if anything, would reduce, the impacts and significance conclusions of the FEIR.

Proposal 3. Include a "development exception" provision and process to permit some flexibility in the application of the UCSP development standards to encourage innovative design and to effectively administer projects with any unforeseen development and/or design challenges.

Analysis: Due to the long term (20 - 25 year) implementation of the UCSP and programmatic approach of the associated EIR it may be necessary and appropriate for the future decision making bodies to authorize certain exceptions to the land use and development regulations, provided that the exception is based on certain findings, including that a better design or greater public benefit would be achieved. Review and consideration of a development standard exception is not permitted by right but would be considered on a project by

project basis concurrent with the review of the Urban Core Development Permit, as outlined in Chapter XI.C.1 of the Specific Plan.

Because this is a procedural change, and would only be considered at the request of an individual applicant, there is no way of determining its future application on an individual project basis at this time, and it does not affect the impacts analysis and significance conclusions of the DEIR. Additionally, any potential new or increased/decreased impacts associated with its application would be identified during project review as part of the Secondary Study process described in the FEIR Section 2.3.3.

Proposal 4. Add clarification to the CVMC section reference regarding "Minor" Projects"

Analysis: A request was to identify the correct sub-section in the Municipal Code that defines the term "minor project". Staff has identified sub-section "i" of CVMC 19.14.582 as the correct reference. This editing change does not affect the project description, impacts analysis and significance conclusions of the DEIR.

Proposal 5. For subdistricts other than Transit Focus Areas, utilize an alternative minimum residential parking standard based on the number of bedrooms, rather than a uniform standard of 1.5 parking spaces per bedroom. This alternative was recommended by the Planning Commission.

Based on public comments and direction from the UCSP Advisory Committee at their final meeting in March 2006 and prior to release of the Draft EIR for public review, the proposed minimum residential parking standards were increased by 50%, from 1.0 to 1.5 spaces per dwelling unit; and 0.5 to 1.0 spaces per dwelling unit in the Transit Focus Areas. In addition, the Draft UCSP has always included a "guest" parking standard of 1 space per 10 dwelling units, whereas currently in other areas of the City there is no separate guest parking standard for residential uses. These minimum residential parking standards included in the Draft UCSP and DEIR EIR are nearly the same as existing citywide standards for multi-family residential: slightly more for studio/1 bedroom units (1.5 spaces CVMC vs. 1.7 spaces UCSP) and slightly less for 2+ bedrooms (1.7 spaces UCSP vs. 2.0 spaces CVMC).

The Planning Commission recommended an alternative minimum residential parking standard based on the number of bedrooms, rather than a uniform standard of 1.5 parking spaces per bedroom, for subdistricts other than Transit Focus Areas. The alternative standard would instead be 1 space per studio and one bedroom units and 2 spaces for two+ bedroom units. The net effect of this alternative would still average 1.5 spaces per dwelling unit. The proposed minimum parking standard alternative will not result in the reduction of parking required and therefore would not change the impact analysis or significance conclusions of the FEIR.

2-37

Proposal 6. Allow Residential Use in Subdistricts C-1, C-2 and C-3 by right instead of by CUP.

Within the Corridors subdistricts (C-1; C-2 and C-3), the Land Use Matrix would be corrected to show residential uses as a permitted use rather than permitted via a Conditional Use Permit (CUP). Residential uses were assumed by the 2005 General Plan and any GP-related analysis in the proportions reflected on the revised zoning sheets. The DEIR for the UCSP (page 5-30 and 5-38) also assumed that these residential uses would in fact occur in the Corridors. The change from "conditional" to "permitted" is procedural in nature. Therefore, this would not change the impact analysis or significance conclusions of the FEIR.

2007 Amendment to the Town Centre I Redevelopment Plan

Report to Chula Vista Redevelopment Corporation

April 26, 2007

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2-39

Table of Contents

Introduction.....	3
Plan Amendment	4
Contents of this Report.....	4
Reasons for the Amendment and a Description of Specific Projects Proposed and How These Projects Will Improve or Alleviate Blighting Conditions Found in the Project Area	6
A Description of the Physical and Economic Conditions Existing in the Project Area ..	7
Five-Year Implementation Plan.....	8
Why the Elimination of Blight and Redevelopment Cannot be Accomplished by Private Enterprise Acting Alone or by the Agency's Use of Financing Alternatives Other Than Tax Increment.....	9
The Method of Financing	10
The Relocation Plan.....	11
Analysis of the Preliminary Plan	12
Report and Recommendation of the Planning Commission	13
Report of the Project Area Committee	14
General Plan Conformance.....	15
Environmental Documentation	16
Report of the County Fiscal Officer	17
Neighborhood Impact Report	18
A Summary of the Agency Consultation with Affected Taxing Agencies	19



Introduction



Introduction

The Chula Vista Redevelopment Agency ("Agency") is taking steps leading to the adoption of an amendment to the Town Centre I Redevelopment Project Area ("2007 Amendment"). The proposed 2007 Amendment will assist the Agency in implementing the Redevelopment Plan ("Plan or Redevelopment Plan") for the Town Centre I Redevelopment Project ("Project") and Project Area ("Project Area"). The Project Area encompasses approximately 138.54 acres in the City of Chula Vista ("City"). The Project Area is home to the San Diego South County Superior and Municipal Court Complex, Norman Park Senior Center, and Memorial Park, as well as a variety of commercial offices, retail and service commercial uses, and residential units.

The Agency was established on October 24, 1972 by the Chula Vista City Council ("City Council") by Ordinance No. 1425. The Agency is responsible for implementing the goals and objectives identified in the Redevelopment Plan. The Redevelopment Plan was originally adopted by the City Council by Ordinance No. 1691 on July 6, 1976. Since this action, the Redevelopment Plan has been amended on five separate occasions. On July 17, 1979, the City Council adopted Ordinance No. 1872 that merged the financial provisions of the Redevelopment Plan with the Bayfront Redevelopment Plan. On April 22, 1986, the City Council adopted Ordinance No. 2146 that amended the Redevelopment Plan for a second time by enacting new time limits to enact eminent domain and incur debt and established a cumulative tax increment limit. Amendment No. 3 was adopted by the City Council on January 4, 1994 by Ordinance No. 2585, when the City Council amended the tax increment and bonded indebtedness limits for the Project. The fourth amendment to the Redevelopment Plan occurred on November 8, 1994, when the City Council adopted Ordinance No. 2609 that established a time limit on the collection of tax increment. Amendment No. 5 was adopted by the City Council on June 23, 1998 by Ordinance No. 2735 extending the time limits that the Agency can utilize eminent domain to acquire property, incur Project Area indebtedness, collect tax increment revenue, and effectuate the Redevelopment Plan.

This document is the Agency's Report to the City Council ("Report") on the proposed 2007 Amendment, and has been prepared pursuant to Section 33457.1 and 33352 of the California Community Redevelopment Law ("CRL"), Health and Safety Code Section 33000 et seq. ("Law"). Pursuant to Section 33352 of the Law, the Agency is required to submit a Report containing specific documentation



**CHULA VISTA REDEVELOPMENT AGENCY
2007 AMENDMENT TO TOWN CENTRE I**

regarding the proposed 2007 Amendment. The purpose of this Report is to provide the information, documentation and evidence required to support the adoption of the proposed 2007 Amendment. This information, documentation and evidence are provided to assist the City Council in its consideration of the proposed 2007 Amendment and in making the various determinations in connection with its adoption.

With respect to the proposed 2007 Amendment, this Report supplements the documentation and evidence contained in the Report to the City Council ("Original Report"), prepared in connection with the adoption of the original Plan and is incorporated herein by reference.

Plan Amendment

The proposed 2007 Amendment would amend the existing Redevelopment Plan to bring design guidelines and land use designations in conformance with the Urban Core Specific Plan ("Specific Plan"). The Specific Plan refines and implements the vision for downtown Chula Vista as expressed in the City's updated General Plan. Exhibit A presents a map of the Project Area. The proposed 2007 Amendment will not enlarge or in any way alter the boundaries of the Project Area. The Bayfront Redevelopment Project Area will not be affected by the proposed 2007 Amendment. The 2007 Amendment proposes only to bring the Redevelopment Plan into conformance with the City's General Plan.

Section 33457.1 of the CRL dictates the required components of this Report. More specifically, Section 33457.1 of the CRL states that the reports and information required by Section 33352 are only the reports and information warranted by the proposed 2007 Amendment. Much of the information normally required for the sections of a Report pertaining to adoption of a redevelopment plan was previously documented and presented in the Original Report prepared for the adoption of the Redevelopment Plan. It is also important to note that pursuant to Section 33368 of the CRL, the Agency's adoption of the ordinance adopting the Redevelopment Plan is final and conclusive, and it is now conclusively presumed and beyond legal challenge that the Project Area is a blighted area as defined by Sections 33030 and 33031 of the CRL and that all prior proceedings have been duly and regularly taken. Thus, no additional "blight findings" are required for adoption of the proposed 2007 Amendment.

Contents of this Report

The contents of this Report are presented in 14 sections, which generally correspond to the subdivisions presented in Section 33352 of the Law. The sections are as follows:

Section A Reasons for the Proposed Amendment and a Description of Specific Projects Proposed and How These Projects Will Improve or Alleviate Blighting Conditions Found in the Project Area



**CHULA VISTA REDEVELOPMENT AGENCY
2007 AMENDMENT TO TOWN CENTRE I**

Section B	A Description of the Physical and Economic Conditions Existing in the Project Area
Section C	Five-Year Implementation Plan
Section D	Why the Elimination of Blight and Redevelopment Cannot be Accomplished by Private Enterprise Acting Alone or by the Agency's Use of Financing Alternatives Other Than Tax Increment
Section E	The Method of Financing
Section F	The Relocation Plan
Section G	Analysis of the Preliminary Plan
Section H	Report and Recommendations of the Planning Commission
Section I	Report of the Project Area Committee
Section J	General Plan Conformance
Section K	Environmental Documentation
Section L	Report of the County Fiscal Officer
Section M	Neighborhood Impact Report
Section N	A Summary of Agency Consultation with Affected Taxing Agencies



Section
A

Reasons for the Amendment and a Description of Specific Projects Proposed and How These Projects Will Improve or Alleviate Blighting Conditions Found in the Project Area

The City is in the process of adopting the Urban Core Specific Plan that includes the area comprising the Town Centre I Project Area. The land use designations and design guidelines incorporated into the Specific Plan are in conflict with the existing Town Centre I Plan. Because the Law requires redevelopment plans to conform to the City's General Plan, it is necessary to amend the Redevelopment Plan to bring the land use designations and controls into conformance with the Specific Plan. No other amendments to the Redevelopment Plan are proposed.

This Report does not contain any further information as may be required by subdivision (a) of Section 33352; stating the reasons for the selection of the project area or a description of the specific projects proposed by the Agency, because the reasons for selection of the Project Area remain the same as when the Project Area was selected when the Plan was originally adopted and are not affected by the proposed 2007 Amendment. In addition, no specific projects outside the scope of the existing Redevelopment Plan are proposed by the Agency in connection with the proposed 2007 Amendment.

Section

B

A Description of the Physical and Economic Conditions Existing in the Project Area

Section 33352(b) of the Law requires a description of the physical and economic conditions that cause the Project Area to be blighted. This description and evidence was provided in the Original Report to Council at the time the Project Area was established in 1976 at which time the Project Area was deemed blighted.

Given the language in both Sections 33368 and 33457.1 of the CRL, additional description is not appropriate or required due to the fact that the proposed 2007 Amendment will not change the boundaries of the Project Area or make any other changes to the Plan that would require a review of, or reanalysis of, the blight findings.

Pursuant to Section 33368 of the Law, the adoption of the ordinance adopting the Plan is final and conclusive, and it is thereafter conclusively presumed that the Project Area is a blighted area as defined by Sections 33030 and 33031 of the Law and that all prior proceedings have been duly and regularly taken.





Five-Year Implementation Plan

The Agency adopted the Implementation Plan for the Merged Bayfront/Town Centre I Redevelopment Project Area for fiscal years 2004-05 through 2008-09 in 2006. The Implementation Plan was prepared pursuant to Section 33490 of the Redevelopment Law and contains specific goals and objectives of the Agency for the Merged Bayfront/Town Centre I Redevelopment Project Area, the specific projects and expenditures for the five-year period, and an explanation of how these goals, objectives, and expenditures will eliminate blight. The 2007 Amendment does not require any modifications to the existing Implementation Plan therefore, the requirement contained in Section 33352(c) of the CRL is not applicable and this Section is not required. The Implementation Plan is incorporated herein by reference.



Section

D

Why the Elimination of Blight and Redevelopment Cannot be Accomplished by Private Enterprise Acting Alone or by the Agency's Use of Financing Alternatives Other Than Tax Increment

Section 33352(d) of the CRL requires an explanation of why the elimination of blight in the Project Area cannot be accomplished by private enterprise alone, or by the Agency's use of financing alternatives other than tax increment financing. This information was previously provided in the supporting documentation prepared and provided at the time of the adoption of the existing Project Area. The proposed 2007 Amendment will not make any changes that would affect the validity of the previously prepared documentation supporting the need for tax increment; therefore, this Section is not applicable.



Section
E

The Method of Financing

Section 33352(e) of the CRL requires inclusion of a proposed method of financing the Project which was provided in the Original Report when the existing Project Area was adopted. Because the proposed 2007 Amendment will not alter the Project Area boundaries, affect the base year value of the Project Area or change the proposed method of financing the Project, the proposed 2007 Amendment does not warrant that this section be prepared.



Section**F**

The Relocation Plan

Sections 33352(f) and 33411 of the CRL require the Agency to prepare a method or plan for the relocation of families and persons who may be temporarily or permanently displaced from housing facilities located within the Project Area, and nonprofit local community institutions to be temporarily or permanently displaced from facilities actually used for institutional purposes in said Project Area. At the time the Original Plan was adopted, the Agency approved the Method of Relocation for the Project Area ("Method of Relocation") which is incorporated herein by reference and is on file with the Secretary of the Agency. Because no specific projects requiring relocation can be identified at this time, it is not feasible to identify specific businesses, residences, or local community institutions which may need to be relocated at some time during the implementation process. If relocation activities are undertaken, the Agency will handle those relocation cases that result from project activities on an individual case-by-case basis. As a public agency formed under the provisions of state law, the Agency is required to adhere to State Relocation Law (Government Code Sections 7260 through 7277) and follow the California Relocation Assistance and Real Property Acquisition Guidelines ("State Guidelines") as established in the California Administrative Code, Title 25, Chapter 6. In 1997, the State Relocation Law was amended by Assembly Bill 450 to bring State Relocation Law in conformance with federal regulations. The State Guidelines and Relocation Law comply with the requirements of CRL Section 33411.1.

Prior to commencement of any acquisition activity that will cause substantial displacement of residents, the Agency will adopt a specific relocation plan in conformance with the State Guidelines. To the extent appropriate, the Agency may supplement those provisions provided in the State Guidelines to meet particular relocation needs of a specific project. Such supplemental policies will not involve reduction, but instead enhancement of the relocation benefits required by State Law.





Analysis of the Preliminary Plan

An analysis of the Preliminary Plan was provided in the supporting documentation prepared at the time the Project Area was adopted. Pursuant to Section 33457.1 of the CRL and because the analysis of the Preliminary Plan remains the same and is not affected by the proposed 2007 Amendment, additional analysis is not required.

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Section
H

Report and Recommendation of the Planning Commission

Section 33352(h) of the CRL requires inclusion of a report and recommendation of the Chula Vista Planning Commission ("Planning Commission"). The Planning Commission of the City of Chula Vista adopted a report and recommendation on March 28, 2007, as part of the supporting documentation prepared for the Urban Core Specific Plan.

The Agency did not request a new report and recommendation for the proposed 2007 Amendment, because the proposed 2007 Amendment is bringing the existing Plan into conformance with the Specific Plan and it was previously determined that the existing Plan was in conformance with the adopted General Plan of the City; therefore, it was not necessary to require the Planning Commission to make additional findings.



Section

I

Report of the Project Area Committee

Pursuant to Section 33352 (i) of the CRL, a redevelopment agency shall call upon the property owners, residents, business tenants and existing community organizations in a redevelopment project area, or amendment area, to form a project area committee ("PAC") if: (1) granting the authority to the agency to acquire by eminent domain property on which persons reside in a project area in which a substantial number of low- and moderate-income persons reside; or (2) add territory in which a substantial number of low- and moderate-income persons reside and grant the authority to the agency to acquire by eminent domain property on which persons reside in the added territory.

There no longer is an active Project Area Committee associated with the Town Center I Project Area, and the nature of the 2007 Amendment does not necessitate formation of a Project Area Committee, therefore, no report is required.



**CHULA VISTA REDEVELOPMENT AGENCY
2007 AMENDMENT TO TOWN CENTRE I**

Section

J

General Plan Conformance

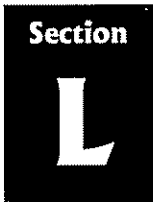
The purpose of the 2007 Amendment is to bring the Redevelopment Plan into conformance with the Urban Core Specific Plan that implements the vision for downtown Chula Vista expressed in the City's General Plan. Therefore, Section 33352(j) of the CRL requiring a report of General Plan conformance per Section 65402 of the Government Code is not required, due to the fact that the proposed 2007 Amendment is updating the Plan to reflect updates to the General Plan.



Environmental Documentation

Section 33352(k) of the Law requires environmental documentation to be prepared pursuant to Section 21151 of the Public Resources Code. Concurrent with the adoption of the Original Plan, the Agency undertook appropriate environmental documentation as necessary.

An Environmental Impact Report was prepared and certified in conjunction with the adoption and approval of the Urban Core Specific Plan. This Environmental Impact Report included, as a related action, the need to amend the Town Centre I Redevelopment Plan to conform to the Urban Core Specific Plan. The Environmental Impact Report for the Specific Plan was completed and made available for review and comment.



Report of the County Fiscal Officer

The proposed 2007 Amendment will not enlarge the Project Area; therefore, it is not necessary for the Agency to request a base year report from the County of San Diego pursuant to CRL Section 33328. Project Area fiscal information was provided in the supporting documentation prepared and provided at the time the Project Area was adopted. Because the proposed 2007 Amendment will not alter the boundaries of the Project Area, this report is not needed or required.



**CHULA VISTA REDEVELOPMENT AGENCY
2007 AMENDMENT TO TOWN CENTRE I**



Neighborhood Impact Report

Section 33352(m) of the CRL requires the inclusion of a Neighborhood Impact Report. This information was provided in the supporting documentation that was prepared and provided at the time existing Project Area was adopted. Because the proposed 2007 Amendment will not enlarge the Project Area; pursuant to Section 33457.1 of the CRL no additional analysis would be appropriate or required.

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**CHULA VISTA REDEVELOPMENT AGENCY
2007 AMENDMENT TO TOWN CENTRE I**

- 18 -

2-56

Section

N

A Summary of the Agency Consultation with Affected Taxing Agencies

Because the proposed 2007 Amendment will not add area to the Project Area, submission of a request to the County of San Diego to prepare a report pursuant to Section 33328 of the CRL was neither, required, or appropriate. Therefore, a summary of this report is not included.

All taxing entities within the Project Area were notified of the joint public hearing in accordance with the requirements of Section 33349(d) of the CRL. No taxing entities have requested a consultation.

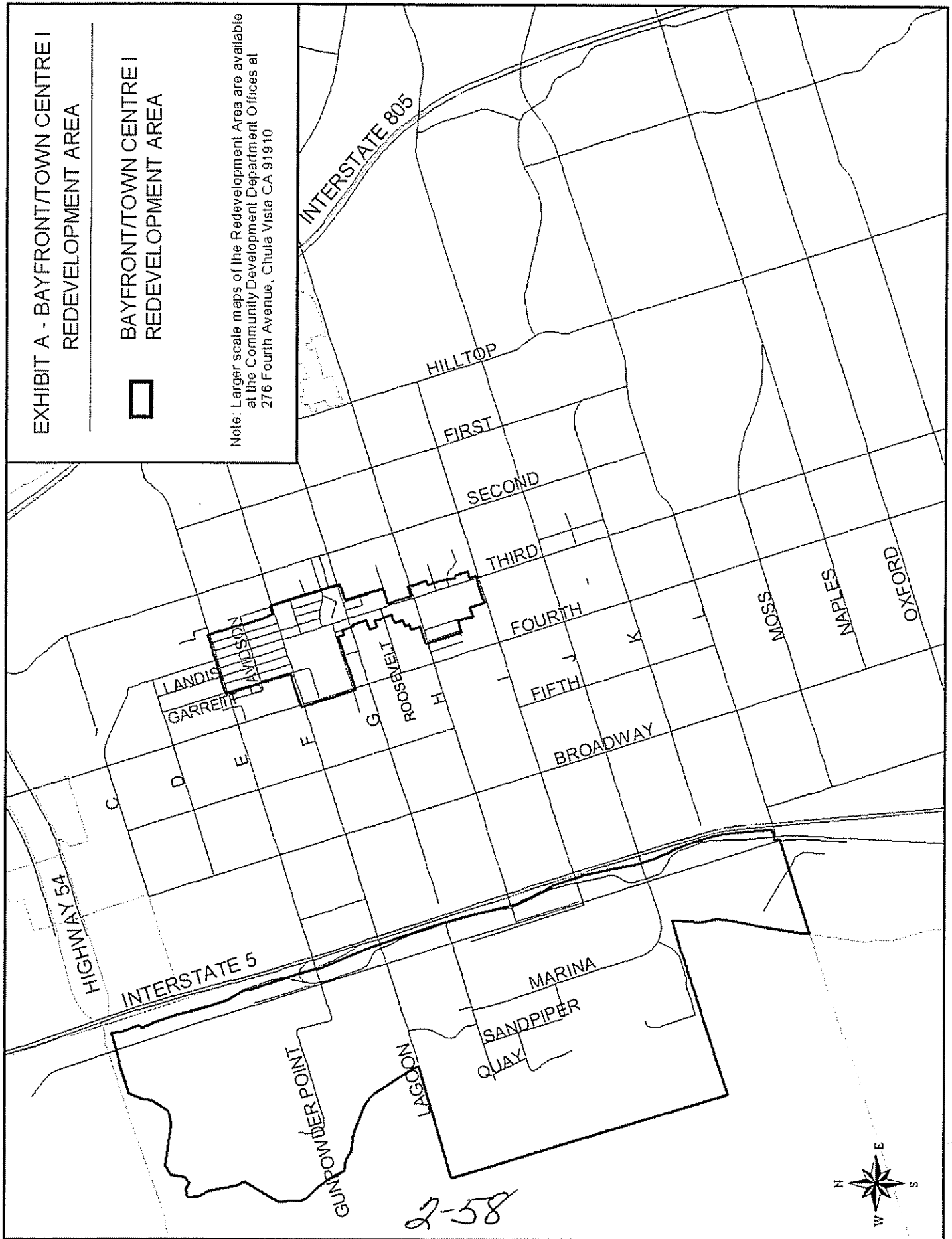


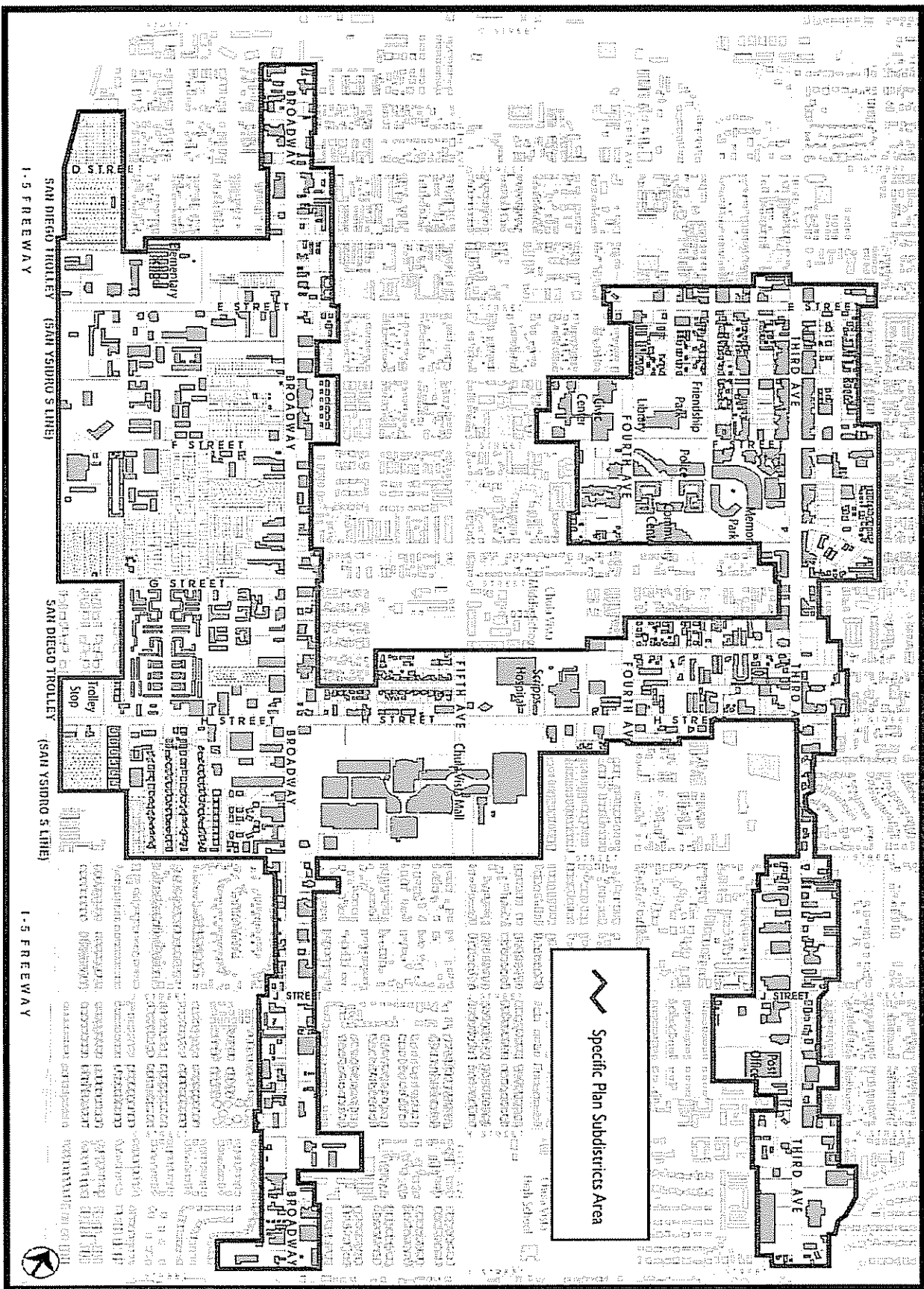
EXHIBIT A - BAYFRONT/TOWN CENTRE I
REDEVELOPMENT AREA

BAYFRONT/TOWN CENTRE I
REDEVELOPMENT AREA



Note: Larger scale maps of the Redevelopment Area are available
at the Community Development Department Offices at
276 Fourth Avenue, Chula Vista CA 91910





2-59

GENERAL PLAN CONSISTENCY ANALYSIS

The 2005 General Plan largely focused on the revitalization and redevelopment of the western portion of the city. The broad policies and objectives described in the General Plan have been refined and described at the neighborhood level in the Urban Core Specific Plan (UCSP). The UCSP has been prepared pursuant to the General Plan as an implementing regulatory document and thus serves as the primary source for policies, guidelines and regulations that implement the community's vision for the Urban Core.

The General Plan is implemented via the Urban Core Specific Plan primarily through the following 4 key chapters:

- Chapter V: Mobility
- Chapter VI: Land Use and Development Regulations
- Chapter VII: Development Design Guidelines
- Chapter VIII: Public Realm Design Guidelines

Chapter V - Mobility provides a variety of approaches and strategies to “get people from here to there.” Improvements for the main thoroughfares and other streets within the Urban Core are identified and typically address pedestrian, bicycle, transit, automobile and parking opportunities. Traffic calming elements, pedestrian improvements and paseos are introduced to slow traffic and create a more pedestrian-friendly environment. Recommendations for new and upgraded bikeway facilities throughout the area for both recreational and commuting users are also included. Three transit focus areas within the Urban Core provide multi-modal opportunities for both local and regional transit and a new shuttle loop system serving the Urban Core and Bayfront is proposed. Various roadway network and capacity improvements are proposed, especially in areas where the street grid has been interrupted over time and off-street public parking strategies are also proposed within the Urban Core.

Chapter VI - Land Use and Development Regulations establish three different Specific Plan Districts – Village, Urban Core and Corridors which are further defined into twenty-six sub-districts, each with customized regulations and standards. Subdistrict regulations shape the building form and intensity, allowable land uses, and parking requirements. Land uses are proposed to encourage a mix of pedestrian-oriented commercial uses with higher density residential uses. Development and parking standards encourage locating buildings closer to the street (i.e. with parking behind or tucked under the building). The regulations also stress flexibility and provision of urban amenities such as streetscape improvements, parks, plazas, transit, cultural arts and mixed use. The tallest buildings are allowed at the transit focus areas at I-5/H Street and I-5/E Street where support by alternative modes of transportation is readily available. Neighborhood Transition Combining Districts have been created for subdistricts adjacent to R-1 and R-2 zoning areas to protect and buffer existing residential neighborhoods and ensure compatible, stepped-back building heights and setbacks. Special provisions address live/work units,

mixed-uses and parking structures. Zoning incentives are provided to encourage development to provide high performance buildings and urban amenities such as parks and plazas beyond required levels.

Chapter VII – Development Design Guidelines provide comprehensive design guidelines for development within the three Specific Plan Districts, as well as special guidelines for hotels, mixed-use projects, multi-family residential projects, and sustainability. The form-based guidelines supplement the Specific Plan development regulations to create a more attractive, well-designed urban environment. These guidelines apply to construction, conservation, adaptive reuse, and enhancement of buildings and street scenes. Although no specific architectural style is prescribed, the quality of design is guided by policies addressing site planning, building height/form/mass, building materials/colors, storefront design, landscaping, lighting, parking, circulation, signs and other development considerations. The goal of the guidelines is to create a positive image for the Urban Core and frame the streets and sidewalks with inviting buildings, entrances, awnings and outdoor dining areas.

Chapter VIII – Public Realm Design Guidelines focuses on ways to create more attractive and pedestrian-friendly public environments and gathering places. Street furniture, landscaping, sidewalks, crosswalks, lighting, paseos, public art, parks and plaza concepts are defined. Two main themes emerge within the Specific Plan: an art-deco inspired design theme is proposed along Third Avenue, building upon the era when much of the development along the street occurred, and a more contemporary theme is proposed for the remaining public realm areas in the Urban Core, indicative of a forward-looking Chula Vista. Gateway treatments are proposed at six locations to welcome people to the Urban Core and to reinforce the identity of the Urban Core.

The following table references where each of the applicable General Plan Land Use and Transportation Objectives are implemented through the various chapters Urban Core Specific Plan.

Urban Core Specific Plan

2005 GENERAL PLAN CONSISTENCY TABLE

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 1	Provide a balance of development to meet present and future needs and enhance character of the City	X	X	X		X	X	
LUT 2	Limit location of highest development intensity to TFAs	X	X			X		
LUT 3	Development that blends with and enhances physical and social character	X	X	X		X	X	X
LUT 4	Minimize blighting influences and maintain integrity of stable residential neighborhoods	X	X	X		X	X	
LUT 5	Designate mixed-use areas with higher density housing near shopping, jobs and transit	X	X			X		
LUT 6	Ensure compatibility of adjacent land uses	X	X	X		X	X	
LUT 7	Provide appropriate transitions between land uses	X	X	X		X	X	
LUT 8	Create physical features that distinguish neighborhoods, communities and public spaces and enhance image as a pedestrian oriented and livable community	X	X	X	X	X	X	X
LUT 9	Create enhanced gateway features for entry points and other important areas	X	X				X	X
LUT 10	Create attractive street environments and public rights-of-way	X	X	X	X	X	X	X
LUT 11	Ensure well-designed buildings and site improvements that are compatible with surrounding properties and districts	X	X	X		X	X	X
LUT 12	Protect important Historic Resources	X	X	X			X	
LUT 13	Preserve scenic resources, maintain open space network and promote beautification	X	X	X		X	X	X

2-62

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 15	Improve transit and transportation connections... between major activity centers	X	X		X	X		
LUT 16	Integrate land use and transportation planning and facilities	X	X		X	X		
LUT 17	Plan and coordinate transit compatible and supportive development	X	X		X	X		
LUT 18	Reduce traffic demand through TDM, increased use of transit, bicycles, walking and other trip reduction means	X	X	X	X	X	X	X
LUT 19	Coordinate state of the art transit system	X	X		X			
LUT 20	Make transit friendly roads a top consideration in land use and development design	X	X		X	X		
LUT 21	Maintain a safe and efficient roadway system with sufficient roadway capacity while preserving character and integrity of communities	X	X	X	X			
LUT 22	Continue planning for enhancements to LRT service along west side of City		X		X	X		
LUT 23	Promote use of alternative mobility modes through system of bike and pedestrian paths	X	X	X	X		X	X
LUT 26	Establish an Urban Core Improvements Program*	X	X	X				X
LUT 27	Establish program to provide affordable housing, public amenities and community services necessary to support urban development	X	X	X	X	X	X	X
LUT 28	Consider lot consolidation where appropriate	X	X	X		X		
LUT 29	Allow clustering of residential development to improve amenities for residents	X	X			X	X	
LUT 30	Better utilize parking facilities to reduce parking demand before using public expenditures to add parking	X	X		X	X	X	X

2-63

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 31	Provide parking that is integrated with land uses, efficient, accommodates alternative vehicles and reduces parking impacts	X	X	X	X	X	X	X
LUT 32	Evaluate use and applicability of various strategies to provide parking	X	X	X	X	X	X	X
LUT 33	Ensure parking facilities are appropriately sited and well-designed	X	X	X	X	X	X	X
LUT 46	Establish linkages between Urban Core and Bayfront for pedestrians, bicycles and transit	X	X	X	X			X
LUT 47	Establish roadway classifications in the Urban Core Subarea that respond to more urbanized environment, accommodate slower speeds in ped-oriented areas and facilitate multi-modal design and amenities	X	X	X	X			X
LUT 48	Increase mobility for residents and visitors in the Urban Core	X	X	X	X		X	X
LUT 49	Encourage balanced and complementary redevelopment, infill, and new development within the Urban Core	X	X	X		X	X	X
LUT 50	Provide for redevelopment and enhancement of Downtown Third Avenue District	X				X	X	X
LUT 51	Maintain Downtown Third Avenue as focal point for City	X				X	X	X
LUT 52	Encourage redevelopment of the Chula Vista Center and north of H Street to reinforce transit and gateway corridor and establish significant public gathering space and mixed-use area		X		X			X
LUT 53	Encourage mixed-use redevelopment along H Street between Third and Fourth Ave.		X		X	X	X	

2-64

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 54	Encourage redevelopment of North Broadway Focus Area to establish ped-oriented commercial corridor with housing and local serving commercial		X	X		X	X	
LUT 55	Encourage redevelopment of E Street between I-5 and Broadway with Mixed-Use especially near the E Street Trolley Station with emphasis on visitor-serving uses, office and multi-family residential		X			X	X	
LUT 56	Encourage redevelopment of area between I-5, Broadway, F and G Streets with high-density residential supported by mixed-use on Broadway		X			X	X	
LUT 57	Encourage redevelopment of area between I-5, Broadway, G and H Streets with transit-oriented mixed-use reinforcing gateway and transit boulevard on H Street		X		X	X	X	X
LUT 58	Encourage redevelopment between I-5, Broadway, H and I Streets as transit focus mixed-use area		X		X	X	X	X
LUT 59	Encourage redevelopment of Mid-Broadway District as pedestrian oriented commercial corridor with housing opportunities and neighborhood serving commercial		X		X	X	X	X
LUT 60	Encourage existing land use pattern in Mid-Third Avenue District			X	X	X	X	X

*Established in UCSP Chp. X: Plan Implementation and Community Benefits Program

2-65